



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PURCHASE BUREAU
P.O. Box 230
TRENTON, NJ 08625-0230

JAMES E. MCGREEVEY
Governor

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State Treasurer

TELEPHONE (609) 984-6241/TELEFAX (609) 292-5170

WEB SITE:
WWW.STATE.NJ.US/TREASURY/PURCHASE

February 27, 2004

To: All Interested Bidders

Re: RFP #: 04-X-36718

Advertising & Public Relations Services,
Department of Human Services
Bid Due Date: **March 10, 2004** (2:00 p.m.)

ADDENDUM #1

The following constitutes Addendum #1 to the above referenced solicitation. This addendum is divided into the following parts:

- Part 1: Answers to questions.
- Part 2: Additions, deletions, clarifications and modifications to the RFP
- Part 3: Bidders Conference Attendees

It is the bidder's responsibility to ensure that all changes are incorporated into the original RFP.

All other instructions, terms and conditions of the RFP shall remain the same.

Sincerely,

Christine Weiland

Christine Weiland
Team Leader
Purchase Bureau
E-Mail: christine.weiland@treas.state.nj.us
Phone: (609) 984-6269
Fax: (609) 292-5170

PART 1
Advertising & Public Relations Services,
Department of Human Services
Bid Number 04-X-36718

Answers to Questions

Note: Some of the questions have been paraphrased in the interest of readability and clarity. Each question is referenced by the appropriate RFP page number(s) and section where applicable.

| # | Page # | RFP Section Reference | Question | Answer |
|----|--------|-----------------------|--|--|
| 1. | | | Where can the "DYFS" report be found? | The "DYFS" report can be found on the Human Services website at: www.state.nj.us/humanservices http://www.state.nj.us/humanservices You would then click on "Child Welfare Reform Plan". This information may be helpful to bidders in relation to the development of the mini campaign. |
| 2. | | | What vendor created the advertisements currently appearing on buses? | The vendor is Lewis Advertising. |
| 3. | | | Will the State provide more specific instruction on how bidders should determine the fully loaded firm fixed price for media commission? | Determining how to price work for a bid proposal is a business decision of the bidder. The prices offered on the price sheets, Attachment 4, are the rates that will be fixed for the contract award. Therefore, a bidder should present prices that will enable it to successfully complete the work required in Section 3 Scope of Work should it be awarded the contract. |

PART 2
Advertising & Public Relations Services,
Department of Human Services
Bid Number 04-X-36718

Additions, Deletions, Clarifications and Modifications to the RFP

| # | Page # | RFP Section Reference | Additions, Deletions, Clarifications and Modifications |
|----|--------|------------------------------------|--|
| 1. | 18 | 4.4, Proposal Content | 4.4.2.1 Management Overview should be 4.4.2.3 4.4.2.2 should be Campaign Development 4.4.2.3 Contract Schedule should be 4.4.2.4 4.4.2.4 Potential Problems should be 4.4.2.8 |
| 2. | 38 | Attachment 4- Price Schedule | Line 20, remove "Media Supervisor" and insert "Senior Public Relations Account Executive" |
| 3. | 38 | Attachment 4- Price Schedule | Renumber line 25 to 26 Delete the word "buy" |
| 4. | 38 | Attachment 4- Price Schedule | Add price line 25 Fully Loaded Firm Fixed Price (Labor Rate) Senior PR Strategist Hour |

| SIGN-IN-SHEET - (PLEASE PRINT) | | OPTIONAL PRE BID CONFERENCE | | PAGE |
|---|--------------------------|---|--|-------|
| NJ Purchase Bureau 33 West State Street 9 TH Floor bid room Trenton, NJ 08625 | | TIME: 9:30 a.m. NUMBER : 04-X-36718 CONFERENCE DATE : February 25, 2004 T-NUMBER : T2248 Advertising & Public Relations Services, Department of Human Services | | _____ |
| REPRESENTATIVE - (PLEASE PRINT) | COMPANY - (PLEASE PRINT) | TELEPHONE # | | |
| CYNTHIA FRIEDMAN | SEENE INTERNATIONAL | 845-624-1641 | | |
| STEVE CORY | SEELEY INTERNATIONAL | 845-624-1641 | | |
| Kelana Mannino | Mendoza Group | 984-768-1300 | | |
| FRAN MANNINO | NSPA | 609-406-0600 x16 | | |
| Jim Kador | Winning Strategies | 856-727-1200 | | |
| Susan Murray | Winning Strategies | 856-727-1200 | | |
| MICHAEL FREEMAN | DANA COMMUNICATIONS | 609-466-9187 | | |
| Candace Bays | InterMix FirstSteps | (609) 688-1542 | | |
| Cheryl Jones | Livest Success | 732-447-2735 | | |

SIGN-IN-SHEET - (PLEASE PRINT)

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Advertising & Public Relations Services,
Department of Human Services

| REPRESENTATIVE - (PLEASE PRINT) | COMPANY - (PLEASE PRINT) | TELEPHONE # |
|---------------------------------|--------------------------|--|
| Sandy Welsh | DANA COMMUNICATIONS | 609-466-9187 ^X 127 |
| MARY FREEMAN | THE CURTIS GROUP | 973-334-8300 ⁽²⁰²⁾ 973-444-3400 127 |
| JOHN FODASBZ | DEVITO FITZGERALD | 924-7430 ⁽²⁰¹⁾ |
| JOHN MENOL | MWW GROUP | 961 2372 |
| JOE ATKINSON | WENZEL & COMPANY | 609-737-9200 |
| Tim Trel | Winning Strategies | 978-799-0200 |
| ALL LEARNEY | AKOBY COMM | 609 397 4242 |
| John Weber | The Star Group | 856-488-2610 |
| Marc Berrone | The SPI Group, LLC | 973-344-9191 X14 |
| Danielle Francesconi | PSI | 800-767-6607 |

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| REPRESENTATIVE - (PLEASE PRINT) | COMPANY - (PLEASE PRINT) | TELEPHONE # | | |
| PATRICE GUIDOTTI | TRUIE CONSULTING | 609-890-1037 | | |
| Sylvie Mahoney | Nancy Becker Assoc. Princeton Comm. Group | (609) 394-7477 | | |
| Sean Collins | Levi's Advertising | 973-642-4800 | | |
| Thom Doudett | Levi's Doudett Consulting | 973-751-6398 | | |
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